



KTVD-TV
500 Speer Blvd.
Denver, CO 80203
(866)858-5322

CONTRACT

<u>Contract / Revision</u> 706659 /		<u>Alt Order #</u> 06249919
<u>Product</u> JOE COORS 4 CONGRESS		
<u>Contract Dates</u> 09/25/12 - 10/01/12		<u>Estimate #</u> 2732
<u>Advertiser</u> Coors,J/R/ Con/CO		<u>Original Date / Revision</u> 08/15/12 / 09/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTVD	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 228	<u>Product Code</u> 410
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

American Media & Advocacy Grp/ POL
815 Slaters Lane
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	KTVD	09/28/12	09/28/12	30 Rock	630-7p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$175.00	0.00			
N 2	KTVD	09/28/12	09/28/12	KTVD 9News 7a	M-F 7-8a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$150.00	0.00			
N 3	KTVD	09/28/12	09/28/12	KTVD 9News 8-9a	M-F 8-9a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				2	\$150.00	0.00			
N 4	KTVD	09/28/12	09/28/12	M-Su 9p News	M-Su 9-930p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$500.00	0.00			
N 5	KTVD	09/28/12	09/28/12	KTVD 9news 930p	930-10p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$350.00	0.00			
N 6	KTVD	10/01/12	10/01/12	30 Rock	630-7p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$175.00	0.00			
N 7	KTVD	10/01/12	10/01/12	KTVD 9News 7a	M-F 7-8a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$150.00	0.00			
N 8	KTVD	10/01/12	10/01/12	KTVD 9News 8-9a	M-F 8-9a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				2	\$150.00	0.00			
N 9	KTVD	10/01/12	10/01/12	M-Su 9p News	M-Su 9-930p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$500.00	0.00			
N 10	KTVD	10/01/12	10/01/12	KTVD 9news 930p	930-10p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$350.00	0.00			
N 11	KTVD	09/29/12	09/29/12	KTVD 9News Sat 6-7a	Sat 6-7a		:30				NM	2	\$200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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<u>Advertiser</u> Coors,J/R/ Con/CO		<u>Estimate #</u> 2732
		<u>Original Date / Revision</u> 08/15/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				2	\$100.00	0.00			
N 12	KTVD	09/29/12	09/29/12	Sat 9p News	Sat 9-930p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$500.00	0.00			
N 13	KTVD	09/30/12	09/30/12	KTVD 9News Sun 6-7a	Sun 6-7a		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				2	\$100.00	0.00			
N 14	KTVD	09/30/12	09/30/12	Sun 9p News	Sun 9-930p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$500.00	0.00			
N 15	KTVD	09/27/12	09/27/12	30 Rock	630-7p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$175.00	0.00			
N 16	KTVD	09/27/12	09/27/12	KTVD 9News 7a	M-F 7-8a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$150.00	0.00			
N 17	KTVD	09/27/12	09/27/12	KTVD 9News 8-9a	M-F 8-9a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				2	\$150.00	0.00			
N 18	KTVD	09/27/12	09/27/12	M-F 9p News	M-F 9-930p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$500.00	0.00			
N 19	KTVD	09/27/12	09/27/12	KTVD 9news 930p	930-10p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$350.00	0.00			
N 20	KTVD	09/25/12	09/25/12	30 Rock	630-7p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$175.00	0.00			
N 21	KTVD	09/25/12	09/25/12	KTVD 9News 7a	M-F 7-8a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$150.00	0.00			
N 22	KTVD	09/25/12	09/25/12	KTVD 9News 8-9a	M-F 8-9a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----				2	\$150.00	0.00			
N 23	KTVD	09/25/12	09/25/12	M-F 9p News	M-F 9-930p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$500.00	0.00			
N 24	KTVD	09/25/12	09/25/12	KTVD 9news 930p	930-10p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$350.00	0.00			
N 25	KTVD	09/26/12	09/26/12	30 Rock	630-7p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$175.00	0.00			
N 26	KTVD	09/26/12	09/26/12	KTVD 9News 7a	M-F 7-8a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$150.00	0.00			
N 27	KTVD	09/26/12	09/26/12	KTVD 9News 8-9a	M-F 8-9a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				2	\$150.00	0.00			
N 28	KTVD	09/26/12	09/26/12	M-F 9p News	M-F 9-930p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$500.00	0.00			
N 29	KTVD	09/26/12	09/26/12	KTVD 9news 930p	930-10p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$350.00	0.00			
Totals										0.00		36	\$8,775.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	30	\$7,300.00	\$6,205.00
10/01/12 - 10/01/12	6	\$1,475.00	\$1,253.75
Totals	36	\$8,775.00	\$7,458.75

Signature: _____ **Date:** _____

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